



Public Relations Council of Greater Atlantic City

Member Newsletter – October 2006

Program Update

This month: YOU, Inc.

How to apply marketing concepts to grow your personal brand and career

You know how to market a business and build your company's brand. But how do you grow your *own personal brand*? What is a personal brand?

This month, the Public Relations Council of Greater Atlantic City welcomes Winnie Anderson, the area's only Certified Personal Branding Strategist, who will share the secrets of uncovering, developing, and polishing your personal brand, and how to apply the same marketing basics to grow your *personal brand* and achieve your *career goals* as you do for your business.

Winnie is a Brand Strategist / Consultant with Abiah Designs in Linwood where she creates brand building strategies for businesses; she also coaches business leaders to internally and externally align their brands. She received master's degree in human resources, and she is certified as a Senior Professional in Human Resources and as an Employment Interview Professional. Her articles on career development and leadership have appeared in *The Press of Atlantic City*, *Atlantic City Weekly*, and the Las Vegas and Atlantic City editions of *Casino Connection* magazine. She's co-author of the book *Power and Soul*, which will be published in January and is in the final stages of editing her own book.

Tuesday, October 31st (Happy Halloween!)

Noon-2pm

Angelo's Fairmount Tavern, Atlantic City

For this meeting, Angelo's will be serving a sit-down lunch in lieu of the traditional buffet.

If you have special dietary needs or are a vegetarian, please make that known when responding.

Cost: \$25 members, \$35 nonmembers WITH RSVP by October 27th

\$35 members, \$45 nonmembers AT THE DOOR with NO RSVP

RSVP to maria_terpolilli@cable.comcast.com

Next month/Future Programming ideas

Next month, on tap to present is Carl Sharif, campaign manager for recently-elected Newark Mayor Corey Booker. Mr. Sharif is active in Newark and Essex County politics and will discuss the challenges of getting someone elected to the top post in the largest city in New Jersey. Do you have an idea for a regular luncheon program, special member workshop, or particular speaker that you've seen and think would be GREAT for your fellow members of the PR Council? If so, Felicia Lowenstein Niven, this year's Programming VP, wants to know! Contact her at Gr8tWriter@aol.com.

Newsletter addition?

Would you like to share an announcement with your fellow members? Job listing? Article of interest or marketing/PR tips that you've authored? E-mail jamie@mulhollandmarketing.com and they'll be included in the next member newsletter!

Member Spotlight/5 Quick Questions With

John Dimaio, John Dimaio Photography, LLC

1. What is your greatest challenge at work?

I would have to say that as a small 1-2 person business for the last 28 years my greatest challenge has never really changed. It's twofold, and I'm sure this is true for all small businesses to some degree. The first is having to wear so many different hats. Just being a great photographer is nowhere near enough. I also need to manage an assistant's time and production, and be well-versed in bookkeeping, accounting and business law. Keeping up with the constantly changing technology in photography and printing, staying on top of what the competition is offering, etc. etc.

And the second is the ongoing challenge of marketing of spending 20-30 hours each week going after new work in addition to doing the work that is currently in house.

2. What was one of your greatest professional successes this past year?

In the course of photographing private homes throughout the U.S. and Caribbean for the coffee table book *Island Living*. I was very privileged to travel to Maui, Hawaii, and photograph the hand-built home of W.S. Merwin. Described by academics who know these things as the "Greatest Living American Poet," he was pals with Marc Chagall and Picasso and Matisse in Paris in the 20s and 30s and a living legend in world poetry circles.

Anyway, after returning home and sending him a set of proofs and a small handmade book of some of the photos of his house, I received a personal note from him that went on and on about how amazed he was by how extraordinarily sensitive and tactful I was. And, that I was able to come into an entirely new environment and so clearly understand and capture what I was seeing. That I was able to catch so much of this place that I thought could never be seen the way we see it.

Coming from him it was extra special, but regardless of who the feedback comes from, it is a wonderful affirmation to have both my work, and the way I work, be recognized for the sensitivity and thoughtfulness that I try to bring to them both.

3. What personal hobby or activity do you look forward to when you're not at work?

I have 4 boys at home, ages 6, 8, 10, and 12. Life is very full with football, golf, swimming, biking, pet dog, and all the things that boys do.

4. What's a good professional development tip you have for your fellow members?

I try to severely limit the amount of time I spend on e-mail and online. It's so easy to jump from one e-mail to the next and not accomplish anything else.

I also try to spend as much time as possible out in public, talking to people and networking. It's the best business development tool I have.

5. What are you looking for from the PR Council in the next year to help you better do your job?

A speaker on time management/employee management would be interesting.

John Dimaio is the PR Council's new "Official" photographer to document meetings and take photos of speakers for publication in area media. Look for him at a future meeting!

The Public Relations Council of Greater Atlantic City was founded in 1978 by area newsmen and public relations professionals. During the initial years of the Council, the PR business was in its infancy as a profession in Atlantic City. Newsmen and PR professionals worked together at a time when as many as three or four newspapers in a market would do almost anything to get an "exclusive story." As Atlantic City began its first "boom," an increasingly professional PR business began to emerge, and the Council grew to represent all levels of the profession, from publicists to corporate communications specialists, advertising and graphic arts professionals. Today, the Council hosts monthly meetings for professional development on topics such as writing, marketing, government relations, crisis management, photography, media relations, and more. Membership is open to anyone in the business community. For more information, contact Jennifer Troncone at jennifer.troncone@primezone.com or visit www.prcouncilofac.org.